



## Financials Results

Palred Technologies Limited, the holding Company of Palred Online Technologies Pvt Ltd which owns and operates, [LatestOne.com](http://LatestOne.com) India's No. 1 Tech Accessories online store has announced its financial results on 23<sup>rd</sup> January 2016 for the third quarter of FY 2015-16.

LatestOne.com has achieved a revenue of 9.10 Cr for the quarter Oct – Dec 2015. It has brought down the overall monthly burn rate from 1.80 Cr to 1.0 Cr while positing 10% growth in quarterly Revenues. This has been achieved by deploying superior technology and e-commerce practices. Some technical advancements were released during the quarter making the site and conversion efficient resulting in reduction of customer acquisition cost by 40%. The fully loaded cost of technology including cloud, hardware, software, maintenance, staff, infrastructure is Rs.20/- per transaction making it technically, financially & operationally one of the most efficient e-commerce companies in the Country.

The CEO and Founder of LatestOne.com, Mr. Ameen Khwaja said that LatestOne.com will keep growing 15-20% quarter on quarter. The technical advancements released in the last quarter has helped in achieving growth in revenue while reducing the quarterly burn rate from 5.4 Cr in last quarter to 3 Cr in the present quarter.

### About LatestOne.com

[LatestOne.com](http://LatestOne.com) is India's only e-tailer specialized in tech and mobile accessories. Be it Mobile Covers, Tablet Accessories, Cables, Power Banks, Android TVs, headsets, smart watches or CCTV's, it stocks over 10,000 different products in its inventory and operates through its own warehouses in Delhi & Hyderabad. It is owned by Palred Online Technologies Pvt. Ltd (POT) which is a subsidiary of Palred Technologies Ltd (PTL), a public limited company listed on BSE and NSE since 2004.

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